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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/653,555	09/01/2000	William O. Mattick	P_3009.002 Ames	5462
7590	12/23/2003		EXAMINER	
Reising Ethington Barnes Kisselle Learman & McCulloch PC 201 W Big Beaver Road Ste 400 P O Box 4390 Troy, MI 48099-4390			SMITH, JEFFREY A	
		ART UNIT	PAPER NUMBER	
		3625		
DATE MAILED: 12/23/2003				

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Advisory Action</b>	<b>Application No.</b>	<b>Applicant(s)</b>
	09/653,555	MATTICK ET AL.
	<b>Examiner</b> Jeffrey A. Smith	<b>Art Unit</b> 3625

--The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

THE REPLY FILED 26 November 2003 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE. Therefore, further action by the applicant is required to avoid abandonment of this application. A proper reply to a final rejection under 37 CFR 1.113 may only be either: (1) a timely filed amendment which places the application in condition for allowance; (2) a timely filed Notice of Appeal (with appeal fee); or (3) a timely filed Request for Continued Examination (RCE) in compliance with 37 CFR 1.114.

**PERIOD FOR REPLY [check either a) or b)]**

- a)  The period for reply expires 3 months from the mailing date of the final rejection.
- b)  The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.  
ONLY CHECK THIS BOX WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

1.  A Notice of Appeal was filed on \_\_\_\_\_. Appellant's Brief must be filed within the period set forth in 37 CFR 1.192(a), or any extension thereof (37 CFR 1.191(d)), to avoid dismissal of the appeal.
2.  The proposed amendment(s) will not be entered because:
  - (a)  they raise new issues that would require further consideration and/or search (see NOTE below);
  - (b)  they raise the issue of new matter (see Note below);
  - (c)  they are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
  - (d)  they present additional claims without canceling a corresponding number of finally rejected claims.
3.  Applicant's reply has overcome the following rejection(s): \_\_\_\_\_.
4.  Newly proposed or amended claim(s) \_\_\_\_\_ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).
5.  The a) affidavit, b) exhibit, or c) request for reconsideration has been considered but does NOT place the application in condition for allowance because: See Continuation Sheet.
6.  The affidavit or exhibit will NOT be considered because it is not directed SOLELY to issues which were newly raised by the Examiner in the final rejection.
7.  For purposes of Appeal, the proposed amendment(s) a) will not be entered or b) will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.

The status of the claim(s) is (or will be) as follows:

Claim(s) allowed: \_\_\_\_\_.

Claim(s) objected to: \_\_\_\_\_.

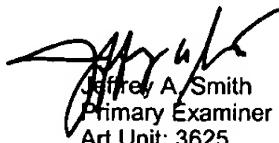
Claim(s) rejected: 2-5 and 7-14.

Claim(s) withdrawn from consideration: \_\_\_\_\_.

8.  The drawing correction filed on \_\_\_\_\_ is a) approved or b) disapproved by the Examiner.

9.  Note the attached Information Disclosure Statement(s) (PTO-1449) Paper No(s). 6.

10.  Other: See Continuation Sheet



Jeffrey A. Smith  
Primary Examiner  
Art Unit: 3625

Continuation of 2. NOTE: The proposed changes to claims 4, 7, 8, and 13 raise new issues that would require further consideration and search. In claim 4: the proposed recitation "by identifying only award winners rather than non-award winners" has not been presented previously. In claim 7: recitations directed to "at the brand/model level", etc... have not been presented previously. In claim 8: the proposed recitation ""without charge" has not been presented previously. In claim 13: proposed recitations directed to "class of products", etc...have not been previously presented .

Continuation of 5. does NOT place the application in condition for allowance because: Applicant's remarks are not persuasive. The arguments with respect to the claims, as proposed, are moot in view of the non-entry of such proposed claims. Applicant's remarks that the rejections are untenable is not persuasive. The Examiner has clearly identified the basis and motivation for the rejections of record. Other remarks directed to "impermissible hindsight" are not persuasive since the Examiner has provided motivation taught by the references, rather than by Applicant's disclosure. Applicant's remarks that "bbbbonline is not an award" is not persuasive. bbbbonline has been provided as a teaching of approval to display an indication that a product/service has risen to an established third-party standard (see Paper 7, pages 7-8). Nonetheless, in its own right such bbbbonline indication constitutes an award.

Continuation of 10. Other: Applicant has failed to adequately traverse the Examiner's holding of Official Notice. Accordingly, the Noticed items are taken as admitted prior art. MPEP 2144.03(C)..